

Clever Parents Magazine

August 5, 2006



DVD SERIES PROMOTES HEALTHY ACTIVE LIVING THROUGH PHYSICAL ACTIVITY

Want to get your children moving and interested in health and fitness from the go? Then athleticBaby DVDs are for you!

Karen Foster was impressed by the positive impact that participating in sports had on her son. While her son started playing organized sports at 4, Karen believed that even younger children could enjoy the same benefits of being active. When her daughter, Sophia, was born Karen searched for products that would encourage her to be active. Finding none, she decided to create **athleticBaby** specifically to help the parents of young children emphasize that it is never too early to be physically active.



“The athleticBaby basketball! DVD, for example, is full of cool and energetic music by Eddie Coker that you'll enjoy listening to along with your kids (the song 'Interaction' brings to mind an old B--52s number). There DVD takes you through warm-up, teamwork, friends and play with transitions focused on colors, counting, sizes using - what else? - basketballs as props!”